2.0 1100 SOUTH DESIGN GUIDELINES

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2.1 URBAN DESIGN

2.1.1 Urban Design: Function and Character

The vision for the 1100 South Corridor is drawn from the ideas of the community members and leaders themselves. During the charrette, attendees were asked to brainstorm what this area should look like. The overall concept relates to an active area that provides large retail shopping opportunities, educational campus activities, and future residential uses. Additionally, the urban design of the 1100 South Corridor must be forward looking in appearance and execution—an attractive and welcoming place for those who live in Brigham City and Perry City, and for those people travelling through the area on their way to Logan or other destinations in Northern Utah.

The goal is to develop an architectural aesthetic for the 1100 South Corridor that is enduring and identifiable as a part of both Brigham City and Perry City. Welcoming, human-scaled spaces will be created through building placement, architectural form, color and/or materials, and plant palettes.

The four districts included in the 1100 South Corridor (Campus District, Auto-oriented District are envisioned as active throughout the day—not just between 9 a.m. and 5 p.m.

Please see Section 3.0 Districts for a further discussion of the individual character for each distinct place.

Retail frontage intersection massing and building placement

Large Retail parking field conditions

2.0 1100 SOUTH DESIGN GUIDELINES

2.1 URBAN DESIGN

INTENT

To ensure that all components of the development are oriented to each other and other developments such that a cohesive functional and aesthetic pattern is created while allowing for variation.

STANDARDS

Building Orientation

- Buildings shall face the most active adjacent street or circulation route.
- Orientation shall be parallel or nearly parallel to adjacent streets.

Building Massing

- A 360-degree approach is desirable, meaning that all elements of the architecture cohesively continue around all sides of the building.
- The "back" or service areas of the building shall not be visible from the highway or parking areas. This can be achieved by shared service alleys or by architectural and/or landscape screening of service areas.
- Forms and scale of buildings shall be well composed in order to create clear and organized spaces between buildings.
- Large commercial establishments with expansive exterior walls shall utilize layered architectural landscaping and façade ornamentation to break up visual massing.

Entry Locations and Treatment

- Main entrances shall be a dominant and recognizable feature of the building.
- Walkways, paving, and materials shall direct users to entrance.
- Entrances shall be aligned with parking field sidewalks where possible.

GUIDELINES

- Minor architectural features such as kiosks, towers, and accessory structures may vary from the strict parallel orientation.

- Large buildings should express a balanced composition of massing, fenestration and detailing. Reducing the visual impact of mass can be accomplished by:
    - a composition of building masses, such as stepping back upper floors and varying the height of the roofline or creating building insets or projections;
    - a composition of openings (windows and doors) on a single mass;
    - the use of changes in material and color;
    - a combination of the above.

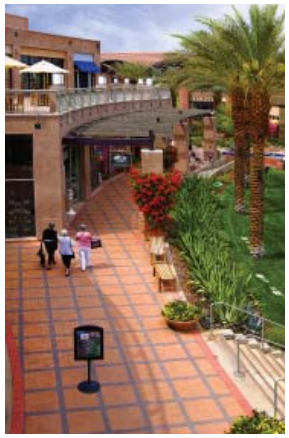
- The view of the building from the highway should be treated as an invitation to the motorist.
- Main building entries shall be accented with strong three-dimensional architectural definition.

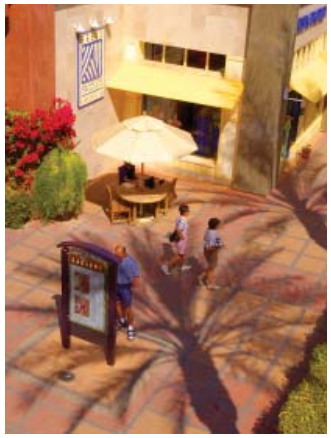
CHARACTER IMAGERY

Multi-story, compact architecture allows for the creation of public space and amenities.

Buildings and streetscapes are directly integrated with public transit staging areas.

Regional commercial development designed around existing natural conditions with an emphasis on the internal pedestrian experience provides a unique shopping experience.





Internal walkways and pedestrian amenities create the opportunity for mobility within the site and a "park once" atmosphere.

2.2.1 Circulation and Access: Function and Character

The intent of the circulation and access patterns in the 1100 South Corridor districts is to provide a range of convenient, comfortable, and attractive choices for access to and circulation within the area.

Giving visitors choices in the 1100 South corridor districts provides them the ability to circulate in a safe, pedestrian-scaled environment. Environments that give choices offer greater appeal than sites that do not.

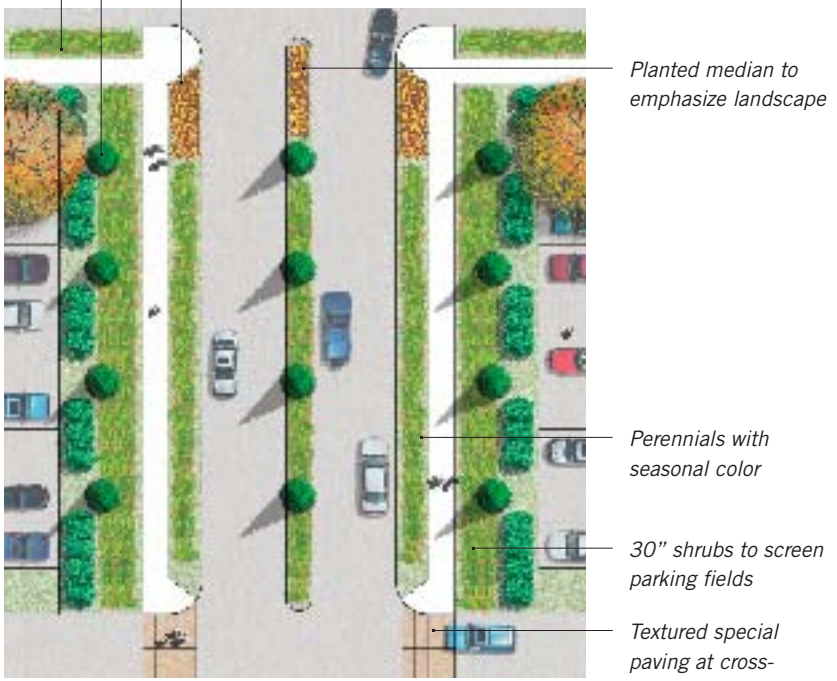
2.2.2 Pedestrian Circulation

Pedestrians are a key component of an active street life for the 1100 South Corridor area. The ability for a person to circulate within a space without the need for a car allows for social interaction and exercise. An element to consider in the pedestrian realm includes:

- Universal Access. Pedestrians should be able to access the 1100 South neighborhoods while being separated or protected from automobile traffic.

2.2.3 Roadway Circulation

Because the 1100 South area is focused primarily on auto-oriented uses, convenient access to parking is critical. Internal circulation is necessary in order to relieve pressure on 1100 South and provide safe options for shoppers. Connections to adjacent neighborhoods are important to ensure that this area feels like it is part of the community and not an isolated shopping center.



Entrances to the large retail areas should be clearly identifiable and attractive for shoppers.

2.2 CIRCULATION AND ACCESS

INTENT

To establish a practical, interconnected system of streets and walkways that allow easy orientation and access.

To minimize interruption to pedestrian traffic flow and provide for the safety of the pedestrian.

To provide clear entry points to the site for pedestrians and cars.

STANDARDS

Pedestrian Circulation and Access

- ADA access requirements shall be complied with.
- Connecting walkways shall link the street with each primary entrance that is not located adjacent to the public street.
- Landscaping shall distinguish walkways from surrounding parking lots.
- New developments and property improvements north of 1100 South shall provide connections and orient to the planned linear trail park that runs along the frontage of 1100 South.
- Specific pedestrian areas shall be designated within parking fields.
- Trails that connect amenities shall be appropriately marked with signage, safely interface with roads, associate street furniture accordingly, and use materials that can withstand the weather.

Roadway Circulation and Access

- New developments and property improvements south of 1100 South shall accommodate for the continuation of a two-way drive lane that will serve as a slow speed frontage road running parallel to 1100 South. This road shall incorporate typical street standards such as curb, gutter, and sidewalk, along with street trees.
- The following traffic-calming measures shall be used: on-street parking, bulb-outs and curb extensions at mid-block locations where appropriate, strategically placed signage, raised crosswalks, table-top intersections, and unique paving.
- Direct vehicle access from 1100 South shall be limited to three (3) access points along the highway:
    - 450 West
    - Commerce Drive
    - 1200 West

GUIDELINES

- Pedestrian “rest pads” located in the street median should be installed at mid-block crosswalks where appropriate.
- Landscaping, street furniture, and special paving should be used for pedestrian access areas between buildings
- Pedestrian corridors are strongly encouraged as long as they work with and not against the current flow of movement and are sensitive to existing pathways.
- Joint ventures from neighboring developments to create pedestrian corridors are encouraged.
- Pedestrian corridors may serve to screen parking and service areas from 1100 South and I-15.

- Visual linkage between street and building entry should be emphasized.
- Future access points should be located so as to correspond with access on the other side of the highway.
- Each point of access may be indicated with a gateway or archway indicating each business associated with that access point and the general services and products offered. This is an excellent opportunity to use architecture to draw in the motorist.
    - The scale of this archway is restricted to that of the existing architecture. It shall be 50% of the average heights of existing and proposed developments.

2.3.1 Parking, Service, and Utility Areas

Parking areas are necessary components in functioning commercial areas. They function to provide convenient, safe parking for customers visiting the 1100 South Corridor; however, these areas can often be disorganized and unsightly. It is desirable to make the areas as inconspicuous as possible.

Consideration of visual impact in the design and placement of utilities is just as important as functional efficiency. Landscaping in parking areas visually breaks up large expanses of asphalt, screens parked cars from the main circulation routes, provides pockets of shade to provide relief from the Heat Island Effect common to parking areas in hot weather, and enhances the overall landscape scheme for the properties that share the parking areas.

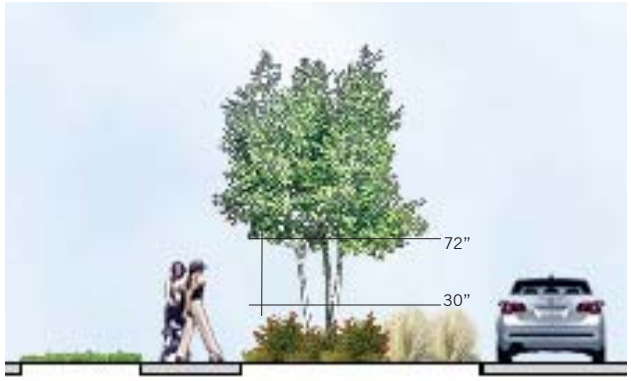
The landscape in service areas functions to screen service activities and infrastructure, such as compactors as loading docks. Planting should be used in combination with fences, gates, and walls to block views into the service area from sidewalks, courtyards, and streets.

2.3.1 Service and Deliveries

Delivery vehicles in the public right-of-way can disrupt pedestrian and automobile activities. They take up parking spaces and block entrances, create unsafe driving and walking conditions, litter the streets, and contribute noise. Limiting delivery locations and delivery time frames within the public right-of-way encourages large semi-trailers to utilize specified internal loading areas.

Temporary snow storage sites are a necessary part of mountain towns. These sites shall not impede circulation nor disrupt the visitor experience after major snow events. Snow removal should comply with Brigham City Ordinance 24.01.020.

Large areas of parking should incorporate trees and landscape to break up impervious surfaces and create areas of shade.



A visual clear zone between parking lots and adjacent walkways provides safe conditions for pedestrians.

2.3 PARKING AND SERVICE

INTENT

- To create pleasant and convenient parking and walking experiences for visitors to the area.
- To minimize the Urban Heat Island Effect by using strategic pockets of shade that will increase the comfort for pedestrians and reduce the heat gain in parked cars.
- To reduce the visual impact of infrastructure and service areas on the customer experience while maintaining functionality.

STANDARDS

Parking Lot Landscape

- Planting within end islands internal to parking areas shall be consistent with end islands associated with circulation-route streetscapes.
- Internal planting islands shall be planted in a manner consistent with end islands associated with the adjacent streetscapes. Where planting is located in extended or linear islands, breaks in the plantings should be located every 18' to 20' to allow pedestrian traffic to cross. Breaks shall correspond to parking striping where possible.
- Internal planting islands shall have a minimum width of eight (8) feet.
- Trees shall be planted in all internal planting islands to provide shade pockets.
- Shade shall be provided (within five (5) years of planting) for at least 20% of the parking areas on the property.
- Gaps shall be utilized in plantings at key strategic locations from which views to the property buildings or landscape is desirable (e.g., public intersections, transit stops, etc.).
- Plantings shall be simple and easily maintained.
- Pedestrian walkways shall be installed in locations where foot traffic from adjacent uses leads into property interior and would leave "cow trails" in the landscape in their absence.
- Specialty lighting (downlighting) in perimeter landscape areas should be considered to create a warm ambiance to the property in the evenings.

GUIDELINES

- Trees in internal planting islands should be of a different species than trees located along circulation routes in order to encourage urban forest diversity and protect against insect or disease. Tree species should be consistent within one parking lot but may vary from lot to lot as long as they are similar in height, branching pattern, and habit. Variation between fields will further develop forest diversity and create sub-districts of subtle differences.
- Bioswales should be considered to provide additional cleaning and filtering of stormwater before discharge into the stormwater system or surrounding wetlands.
- Plantings should serve to screen parking areas from adjacent city streets. Plants should be selected that have pleasing native branching patterns that can be massed together to create natural hedgerows without extensive pruning.
- Large planting areas should be planted with low-maintenance groundcovers, native meadow grasses and wildflowers, and/or low-maintenance turf grasses like tall fescues. These plants require little water and overall maintenance.
- Lawns should be minimized in perimeter areas through the use of native grass and wildflower seed mixes for large expanses of landscape. Regional seed mixes may be developed through local seed growers to reflect the local context for maximum success.
- Where wildflower and native grass meadows are used, a manicured border of at least six (6) feet should be maintained between curb and edge of grasses to create a transition zone between the streets and native grasses. This communicates the purposeful inclusion of native landscape and prevents interpretation of such spaces as neglected and weedy.

STANDARDS, *continued*

Parking Lot Hardscape

- Pedestrian crosswalks must be clearly marked where sidewalks meet access points to the parking lot.
- Connecting walkways in large parking fields shall be provided in order to afford convenient pedestrian access from the interior of parking areas to building entrances.
- Traffic-calming measures such as raised and/or textured crosswalks shall be used to slow traffic and allow safe pedestrian crossings.

Service Areas

- Service, recycling, and delivery areas shall be buffered from primary public access points. Buffering may be accomplished with berms, landscape material, walls, or other architectural screening. Walls and solid fences should be supplemented with landscape materials.

Parking Lots

- Minimum stall sizes shall be as follows:
    - Handicapped accessible: per ADA standards
    - Standard: 9' x 18' (or angled equivalent)
    - Compact: 7'-6" x 15' (or angled equivalent
- Minimum drive aisle widths shall be as follows:
    - Two-way: 22'-0"
    - One-way: 18'-0"

GUIDELINES, *continued*

- Porous pavement should be considered for Parking Fields to reduce stormwater runoff and encourage infiltration of water into the ground where it falls. Options for porous paving include porous asphalt, porous concrete, and open-grid systems.

- Utility boxes should be clustered and screened with landscape material. They should be located behind buildings as much as possible.
- Materials used to screen service areas should be compatible with and complementary to the materials used at adjacent buildings.

2.3 PARKING AND SERVICE

CHARACTER IMAGERY

Landscape provides an attractive buffer between parking lots and sidewalks.

Continuous plantings help screen parked automobiles from surrounding streets.

End islands planted with trees and native perennials and shrubs break up asphalt areas and contribute to the overall landscape scheme.

2.4.1 Architecture Objectives

The objective of these guidelines is to provide a basis for the development of the 1100 South corridor as a commercial center that communicates and caters to the convenience of the motorist while addressing the safety of the pedestrian.

2.4.2 Architectural Pattern

An Architectural pattern is any unique organization of elements which can be repeated. For instance a pattern could be how close a building is to the street or to the adjacent building, or the way that window and door openings are organized in the façade of a building, or the predominant slope and shapes of roofs in a neighborhood, or what type of materials are present and how they are used. The totality of all the patterns in an area describe and determine its architectural character.

2.4 ARCHITECTURE

INTENT

To ensure that all components of the development relate to each other and other developments such that a cohesive, functional, and aesthetic pattern is created.

STANDARDS

Façade

- Provide a significant amount of transparency along 1100 South. Storefront and display shall front the highway and correspond to the scale and speed of the motorist.
- Any display fronting 1100 South not incorporated into the building mass must be included in architectural elevations and plans.
- Main building entries shall be accented with strong three-dimensional architectural definition.
- Long facades shall be articulated to provide interest and avoid a single featureless wall.

Roof Form

- Architectural elevations shall include the form, color, and texture of the roof as an integral component of the building at developmental design stages.

GUIDELINES

- Building façades should be varied and articulated to add visual variety, distinctiveness, and human scale. Elements that are recommended to articulate a building's façade include:
    - design details for the top of a building, including cornice lines, parapets, eaves, brackets, fenestration, and other detailing;
    - design details for the body or middle of the building, including windows, awnings, trellises, canopies, pilasters, columns, decorative lighting, alcoves, balconies, and window boxes;
    - design details for the base of the building, including recessed entry areas, covered outdoor areas, alcoves and wainscoting of a contrasting material or color.
- All or some of these elements are not necessary if the design can be shown to relate to the human scale, be visually harmonious within its context, and provide articulation of detail and variety.

- The roof shape should reflect the configuration of the building's mass and volume and should be consistent in its character from all vantage points.
- Projecting roof elements such as horizontal bands, cornices, eaves, and overhangs should be proportionate to building.

STANDARDS, *continued*

GUIDELINES, *continued*

- Flat or shallow-pitched roofs should have parapets or architectural treatments to screen from public view all proposed and future roof-mounted mechanical, electrical, and external communication equipment, such as satellite dishes and microwave towers. Sections indicating site lines should be submitted for design review to indicate how roof-top equipment will be screened.
- Parapet detailing delineating a strong roofline is encouraged.

Fenestration

- All façades of the building that abut parking and pedestrian pathways shall provide a transitional zone using projecting elements and walking-surface treatments.

Materials and Color

- Reflective material must be used with care to avoid glare and shine into a neighboring building or the eyes of motorists and pedestrians.

- Color and material palettes should be sympathetic to the area's context.
- Any façade which expresses the raw color of concrete block should do sparingly.
- Materials such as vinyl, plastics, composite materials, simulated materials, and Concrete Masonry Units (CMUs) are discouraged.
- Color materials should always take into account existing and neighboring developments, especially if developments abut one another.
- Colors should be used to enhance visual interest. Bright or overbearing colors should be avoided, and primary colors and other bright colors should be used sparingly as accents to enliven the architecture.

CHARACTER IMAGERY

Large developments reflect traditional building forms.

Architectural details and ornamentation wrap the building to create interest on all sides.

Discreet wall-mounted lighting and projecting architectural elements create appeal for simple building forms.

Detailed façade treatment along with well-placed plantings produce an attractive storefront.

Special building materials reinforce architectural permanence.

Multi-story architecture maximizes site efficiency.

2.5.1 Streetscapes and Public Spaces: Function and Character

Trees are a signature element for Brigham City's traditions and sense of place and will continue to serve in that capacity along the 1100 South Corridor as a shared statement for both Brigham City and Perry City.

Amenities including street trees, furnishings, and actives spaces will unify the public rights-of-way with a character unique to these new neighborhoods. Furnishings add variety and identity to the streetscape and trees provide comfort for pedestrians and serve as a buffer from automobile traffic. They will also function as a mitigating factor in the Heat Island Effect typical of urban areas. These urban open spaces provide transitions between public uses, including pedestrian corridors, vehicular corridors, ground-floor building uses, plazas, and adjacent neighborhoods.

The connection to the Fruitway Corridor can be celebrated in the use of flowering trees. This can occur in streetscapes, open spaces, and along trail corridors.

2.5 STREETSCAPE AND PUBLIC REALM

INTENT

To provide spaces that serve as areas for community interaction and create variety and interest in the streetscape.

To provide organizing features for groups of buildings.

To provide shade and comfort for pedestrians as well as establish a buffer from automobile traffic.

To unify and give spatial definition to streets and rhythm to sidewalks.

STANDARDS

Street Trees and Landscape

- All trees shall be a minimum of two and a half (2.5) inches.
- Trees removed shall be replaced with the same size caliper of the tree lost.
- Plantings shall not interfere with sight lines to traffic, intersections, and signs when placed near roadways.
- Deciduous shade trees with a minimum caliper size of two and a half (2.5) inches and evergreen trees with a minimum height of 10' are required when planting. Ornamental flowering trees must have a minimum caliper size of two (2) inches.
- Plant materials, fencing, or landscaping improvements greater than six (6) inches in height shall not extend into the sight triangle for any intersection of a street or driveway.
- Deciduous trees shall be used in public spaces to provide shade in the summer and allow the sun to filter through in the winter.
- Irrigation is required in all landscape areas. Irrigation shall exhibit conservation practices (such as drip or other low water-use solution).
- Landscaped areas shall exhibit the following coverage:
    - Lawn: 40% maximum coverage
      Note: lawn is prohibited in areas less than 25 square feet or less than five feet wide.
    - Shrubs: 10% minimum coverage
    - Groundcover/ Perennials 30% minimum coverage

GUIDELINES

- A landscape buffer zone should be considered as frontage for both sides of 1100 South. The buffer zone could serve as beautification for entry to Brigham City equipped with indigenous vegetation, linear trails, and complimentary commercial building pads. Suggested width minimum is 30' feet.
- The use of native, hardy, and/or drought-tolerant plant materials is encouraged.
- Layered plantings are encouraged to be created with a hierarchy of groundcover, understory, and canopy.
- Plantings should occur in masses for maximum visual impact to frame buildings and entrances and to frame views.

STANDARDS, *continued*

Hardscape

- Specialty paving treatments shall be used to accent areas at crosswalks, primary pedestrian corridors, plazas, courtyards, and other key pedestrian zones.
- Use high-quality paving materials to provide a durable and attractive streetscape.

GUIDELINES, *continued*

- Pervious paving should be strongly considered in new construction as a means for groundwater recharge and stormwater management.
- Paving paths should be provided through landscape areas between focal points to avoid trampled groundcover and plantings.

Amenities/Site Furnishings

- Transit stops shall be clearly defined and visible to pedestrians and all automobile traffic.
- Site furnishings shall be high quality, durable materials that reflect the character of existing site features.
- Street lights and other amenities shall be clustered and placed 2.5' from the back of curb.
- Litter receptacles shall be placed near key activity nodes and a minimum of six (6) feet from benches or seating areas. Provide 20-32 gallon receptacles with plastic liners.
- Newspaper vending machines shall be placed in a manner consistent with the streetscape and clustered with other pedestrian amenities to reduce visual clutter.
- Informational kiosks shall complement the character of streetscapes
- Bike racks shall be installed on paved surfaces.
- Sight triangles shall be protected at intersections and driveways.
- Street furnishings shall not block the view of retail windows.
- Street furnishings shall be oriented so as not to impede the direction of pedestrian movement and circulation.

- Directory boards should be installed within the 1100 South Corridor sidewalks at strategic locations for easy way finding
- The style of furnishings should be compatible with the lighting standards.
- High-quality benches with backs should not exceed eight feet in length.
- Movable chairs and tables for cafes are encouraged in public open spaces and plazas.
- Recycling receptacles should be considered and placed adjacent to litter receptacles.
- Site furnishings containing recycled content (post-consumer waste) should strongly be considered.

CHARACTER IMAGERY

Street signage and banners create identity for a street while informing the users.

Developments provide entrances onto public streets and activate the storefronts.

Retail villages designed around natural conditions and pedestrian circulation support a "park once" philosophy.

Native grasses and perennials planted in masses create dramatic landscape effects.

Public plazas and outdoor eating areas celebrate pleasant weather and mountain views.

Thoughtful plantings and well designed street amenities bolster the retail experience.

Entrances are accentuated with monuments and distinctive signage. Extensive landscaping spreads into the public realm creating a holistic identity.

2.6.1 Signage: Function and Character

Signage adds visual character and aesthetic appeal to areas while informing drivers and pedestrians of what exists within a specific area. The 1100 South Corridor signage is intended to be of a high quality and complement the regional architecture. Uncontrolled signage programs can create visual clutter and fail in their goal of effective communication to the visitor in the area. The ultimate goal is to have a consistent signage program that tastefully informs, delights, and stimulates the shopper, employee, or resident while fitting in seamlessly within the context of the environment.

Due to the variety of architectural treatments within the 1100 South Corridor, each building-front sign should be carefully considered in relationship to its particular location. Proposed signs should be evaluated on their originality and compatibility with neighboring signs and their overall image within the 1100 South area.

2.6.2 Lighting: Function and Character

Lighting reinforces the identity and character of a project through form, materiality of fixtures, visual light quality, and placement. Outdoor lighting is necessary in an urban setting for way finding, safety, aesthetics, highlighting, shopfront display, and extended out-door use. However, over-lighting or inefficient lighting can have undesirable effects on the visibility and clarity of the night sky and be visually unappealing to residents.

For these reasons, carefully designed lighting solutions are urged. Careful design can reduce infrastructure costs and energy use when compared to common-practice solutions.

Lighting in public spaces provides safety and creates a memorable ambiance. The desired function should be determined in order to provide the appropriate lighting level. Over-lighting results in a high contrast between areas of light and dark, making any adjoining unlit areas seem even darker. The project landscape architect and lighting designer should refer to the Illuminating Engineering Society of North America (IESNA) for recommended light levels.

2.6 SIGNAGE AND LIGHTING

INTENT

To provide a clear identification of businesses and buildings.

To add visual interest, aid in way finding, and enhance the character of the site.

To use quality signs and durable materials appropriate for the climate and urban setting.

To reduce light pollution, glare, and energy waste in order to protect the Northern Utah night sky.

To employ proper lighting methods that will establish both safety and ambiance.

STANDARDS

Signage

- Signage shall be constructed of quality building materials that match or complement architectural materials of adjacent structures.
- Signage scale must be in accord with the Brigham City sign ordinance 28.18
- Signage shall be unified in theme and materials along 1100 South streetfront to establish a cohesive identity.
- Painted signs shall present a neat and aligned appearance. The services of a skilled sign painter are strongly recommended.
- Multi-tenant development designs shall have a unified sign package that must be provided with architectural elevations and plans.
    - Allotted signage area shall be based on expected patronage for each particular tenant. This may be estimated from square footage or allotted parking stalls.
    - Monument signs representing multiple tenants shall have a consistent overall design.
- Each business may not have more than one primary sign and one secondary sign.
    - No monumental freestanding signage shall be permitted unless it is an integrated part of the archway entrance point.
    - Monument and freestanding signs must be accompanied by landscaping and/or a defined base of durable architectural materials.

GUIDELINES

- Relief or otherwise three-dimensionally lettered and externally lit signs are preferred over internally lit signs.
- Signs may be located at gateway access points.
- Signs should be scaled according to the relative scale of the indicated development.
- For signs identifying hours of operation, menus, newspaper reviews, and other customer information, it is recommended that these be framed, board-mounted, or plastic laminated for a finished appearance.

STANDARDS, *continued*

- Animated LED signs shall be legible from the street, yet not be distracting for drivers. Readerboards and full animation displays are acceptable, but must be incorporated within other monumentation signage to reduce visual overstimulation and "clutter" along the corridor.
- Monument and freestanding signs must be accompanied by landscaping and/or a defined base of durable architectural materials.
- Sign luminance shall take into account adjacent lighting conditions and background conditions.
    - As a general guide, 65 cd/m sq. is appropriate for a background of 1 cd/m sq. while 230 cd/m sq. is appropriate for a background of 1000 cd/m sq.
    - Signage displayed in an area where previously little light existed or where there are few existing light sources, should not exceed 100 cd/m sq.

GUIDELINES

Lighting

- All applicable night-sky ordinances shall be adhered to.
- Light fixtures should be full cut-off to minimize light trespass.
- Lighting shall be located to support the anticipated use to prevent exceeding the amount of light required.
- Nighttime lighting of signs or advertisements that front the highway is reasonable as long as the lighting does not interfere with the safety of motorists and is considerate of the night sky.

- Site lighting should utilize a hierarchy of fixtures to help organize the site.
- Lighting should be located to support the anticipated use and should not exceed the amount of light actually required by users.
- Solar power, photovoltaic cells, and/or motion detectors should be used to conserve energy.
- Project landscape architects and lighting engineers should determine the locations, lighting fixtures, supports, reflectors, or other devices. Photometric data should also be provided to ensure proper lighting levels and angle of cutoff for light emissions.

STANDARDS, *continued*

- Mercury vapor utility lights or other light fixtures with high-intensity discharge lamps or bulbs that are not designed to limit or control the light direction or do not shield the light source from neighboring properties and streets, shall not be permitted.

GUIDELINES, *continued*

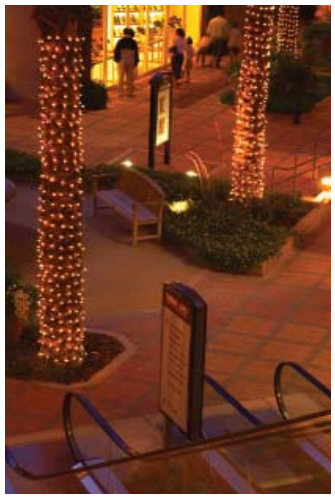
- Light fixtures and poles in landscape areas should be compatible with and complementary to the architectural or landscape scheme of property adjacent to the public streetscape. They should be pedestrian-scaled and contribute to the overall ambiance or character of the property.
- Lighting should be directed onto vegetation or prominent site features.
- Solar power and photovoltaic cells can be used to conserve energy.
- Discreet and contained uplighting or downlighting of vegetation should be considered in prominent landscape locations at entrances and around the property perimeter to create a sophisticated, elegant evening ambiance for the property.

CHARACTER IMAGERY

Use light bollards for pedestrian walkways and storefront entrances.

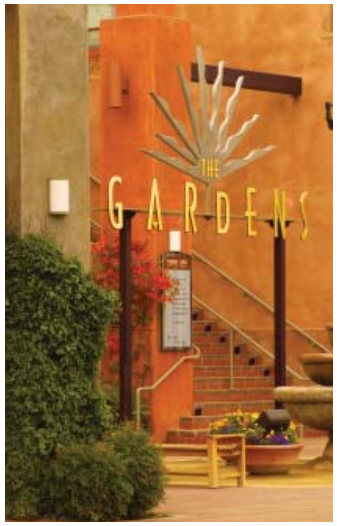
Traditional light fixtures reinforce the Brigham City identity.

Contemporary light fixtures can complement new development.



Light within landscaping accentuates public spaces.

Well-placed directional signs aid in way finding.



Iconic signage signifies commercial developments.

Banner signage creates the opportunity for variety.

Blade signs are appropriate for active retail streets.

2.7 SPECIAL EVENTS

2.7.1 Special Events

Seasonal activities and special events are important in activating and creating a multi-seasonal destination, attracting visitors, and establishing a sense of place and character through the expression of cultural attributes and values of the community.

INTENT

To activate public spaces with special events in order to present an environment that changes with the seasons.

STANDARDS

- Seasonal retail activities, such as pumpkin or Christmas-tree sales, shall not exceed 30 days for each type of activity. Temporary signage, lighting, and structures shall be removed promptly at the end of the event.

2.8.1 Function and Character

Water is precious in the West. These design guidelines should direct the appropriate treatment of water in urban environments. The stormwater management approach should function to improve water quality and reduce the quantity of runoff from impervious areas.

The use of potable water to clean sidewalks, parking areas, plazas, and other hard surfaces should be minimized. Water is acceptable to clean such surfaces only in the event of sanitation hazards in the interest of public health and safety. Plazas, in general, should be swept clean.

2.8.2 Green Infrastructure and Sustainability

Green infrastructure serves two purposes in water conservation: water harvesting (and reduction of stormwater runoff quantity) and water quality management. Presented below are several techniques that address both water harvesting and water quality management to be used in the spirit of innovation and as a model for urban sustainability. Innovative solutions may have different maintenance regimes, and therefore should be considered carefully to ensure success.

Water Harvesting. Water harvesting has many significant benefits. The restoration of soil moisture through water-harvesting technologies and alternative paving materials recharges aquifers. Other positive effects include the support of trees, shrubs, and other vegetation that provide shade to pedestrians, habitat for small mammals, and oxygen to the atmosphere.

Water can also be harvested with the use of cisterns (either above or below ground) and reused for irrigation purposes.

Detention basins are often a necessary component in landscape development. Creating natural landforms in detention basins allows them to blend into adjacent landscape areas. Detention basins with natural landforms and varying basin depth provide opportunity for vegetative diversity and increased habitat.

Water Quality. Detention basins can function to settle out sediments and other contaminants before stormwater is discharged to infiltration areas or the City's utility system.

Where existing soil conditions are appropriate, permeable and porous paving systems are recommended in parking lots or other paved pedestrian areas and installing them to allow stormwater infiltration into appropriately prepared subsoils. Permeable paving and water harvesting are two techniques that mitigate the effects of runoff from impervious surfaces and address the requirements of NPDES regulations.

Techniques to improve water quality include grassed swales, infiltration buffers, and permeable-paving technology.
A number of porous paving products are commercially available including:

- porous asphalt;
- porous concrete;
- plastic modular block pavements that allow stormwater to filter through voids in the plastic matrix (e.g., Grasspave, Gravelpave);
- concrete grid pavers.

Porous Paving Advantages

- Soil bacteria can break down some pollutants, reducing the amount of point-source pollution from traditional systems.
- Reduces site runoff, attenuates flood peaks, and increases groundwater input.
- Can be aesthetically more pleasing than conventional drainage channels.
- Pervious paving can reduce the need for large detention basins because the pavement acts as the detention area.
- Because snow melt will drain through the pore space, there is reduced ice build-up and reduced need for traditional ice-melt systems or salt application.

Porous Paving Disadvantages

- Can only support light traffic loads.
- Pavement clogging can reduce effectiveness.
- Possible risk of ground-water contamination.
- Suitable for mildly sloped sites.

2.8 STORMWATER

INTENT

To improve water quality.

To reduce the quantity of stormwater runoff.

To capture water as close to where it falls as is practical.

To reuse water as close to the source as possible and in the best manner.

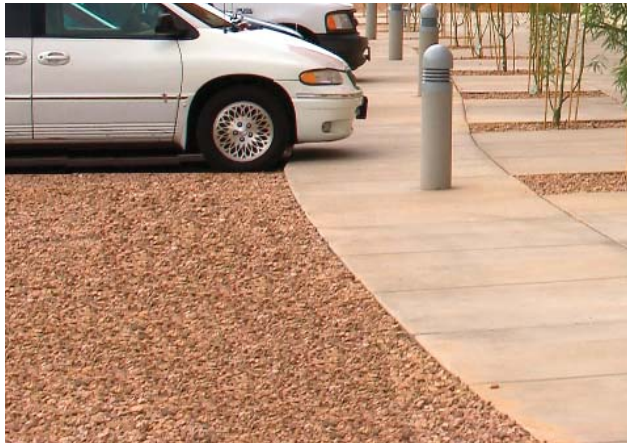
To avoid creating concentrated runoff and subsequent erosion and sediment transportation.

STANDARDS

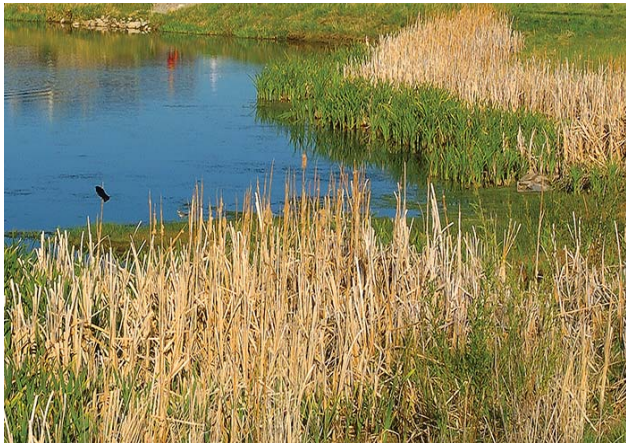
- Stormwater harvesting and infiltration areas shall be integrated with landscape features and planting areas rather than the sole usage of single-purpose detention basins.
- Detention ponds, where necessary, shall be planted with edge plantings to slow runoff and prevent geese and other urban waterfowl from impacting the landscape.

GUIDELINES

- Impervious surfaces should be limited to reduce the quantity and improve the water quality of stormwater runoff.
- Non-uniform side slopes should be designed for detention ponds in order to mimic natural landscapes.
- Overflow structures should be integrated into non-uniform side slopes and screened with planting material. Overflow structures should not be placed in the middle of a detention pond.
- Landscaped islands and medians in parking lots should be utilized to collect and infiltrate stormwater runoff into bioswales.
- Large areas of impervious surfaces should be discontinuous in order to reduce runoff volume.
- Roof runoff can be collected and re-used for irrigation purposes.



When appropriate soils are present, the use of pervious paving materials in parking lots helps to reduce the amount of stormwater runoff.



Detention ponds with native grasses at the edge prevent geese and other urban waterfowl from overtaking the area.

Stone cobble and native grasses in bio-swales help to slow and filter stormwater runoff.